



Hoof Beats

Kiwanis Club of the Horse Heaven Hills

PO Box 6798, Kennewick, WA 99336

www.HorseHeavenKiwanis.org

September 1, 2008

Edited by: [John Lawson](#), [Donna Underwood](#), [Doug Brown](#)

If you have an announcement, advertisement, or article you'd like included, contact one of our editors.

Remember, there is always more information about our club on our website at www.HorseHeavenKiwanis.org.

The September 1st, Labor Day meeting was called to order by President Elect, Jo Harrington. Wayne Underwood gave the invocation. Carolyn Lawson led our songs and Pledge of Allegiance and Donna Underwood was our Wrangler.

Our SIGN donations were deferred until next week.

Jim Hyde was our lucky raffle winner this week.

Birthdays, Anniversaries & Brags

John Lawson noted that the Club, thanks to Youth Services and our once monthly K-Kids Schools collection, donated a bit over \$289 for school supplies to Virgie Robinson Elementary and a like amount to Eastgate Elementary. Jo Harrington and Doug Brown have volunteered to deliver the checks to the schools in person.

John also noted that Marilyn Hyde had said that Sunday had been as busy a day for the train as she had seen. The new route by the riverfront has been a hit with our riders. There was also some extra excitement when the train ran out of fuel Sunday morning and had to change out a tire Sunday evening. But our new tools proved up to the task.

Gene Spaulding introduced the idea of working with the State Patrol to develop a statement of "what does the train mean", specifically the memory of Trooper James E. Saunders. This could be available for our riders to read while waiting to ride the train. He thought a small bronze tablet or similar plaque might be appropriate. There was general agreement with

the thoughts he expressed.

Sarah Longan announced her birthday was Saturday. Jo Harrington's brother Dale, has a birthday this week. She also noted that although she realized late last Monday that she had left the J&S "safe" in the meeting room, but was relieved to learn that the Clover Island staff had seen it was safely locked away in Mark Blotz' office. Jo enjoyed her time Leavenworth this past weekend with family. Wayne noted that Donna was not taking her notes for the newsletter while acting as wrangler, but she replied that she had delegated her note taking to Carolyn Lawson and would miss nothing.

Andy thanked the members for putting together an interclub to Dayton September 11th.

Announcements and Coming Events Signup Sheets Circulated

Committee Meetings

Jo Harrington announced that there would be a special board meeting immediately after the luncheon meeting to deal with reassigning the club secretarial duties following Kathye Kilgore's transfer to the Columbia Club. There will also be the regular Club Administrative meeting Wednesday, September 3rd and the Board meeting Tuesday, September 9th. Both will be at noon at the Clover Island Inn. As always, all members are welcome.

Interclubs

The Interclub to Dayton September 11th will conclude our requirements for an interclub Round

Robin again this year. It was also decided during the board meeting afterward to have an interclub at the Kennewick Club Tuesday at noon.

Judy & Robert Rector

Remember Judy and Robert Rector, our recent speakers on Haiti? We just received a thank you card from them with an accompanying \$40 to be used by the club for our children's projects. They certainly deserve a big Kiwanis *Thank You!*

J&S Express

Marilyn Hyde the volunteer signup sheets and reminded us that there are always opportunities to help out with the train.

Future Meeting Programs

We are building our program agenda for the next administrative year. Doug Brown is collecting ideas on future programs, and we invite your input. Please ask yourself these three questions:

1. Do you have a topic that you would like to present to the club?
2. Do you know of a presentation that would be interesting for the club?
3. Is there a specific topic that you would like to hear more about?

If your answer to ANY of these questions is "YES," please contact **Doug Brown** to share your ideas.

Remember, you can always check our **club website** for the latest information on who is currently scheduled to speak at our upcoming meetings.

Special Board Meeting

In the special board meeting held after the regular lunch meeting, Andy Perdue stepped forward to take over the duties as club secretary for the next month to give us an opportunity to recruit someone to be approved by the board for the coming club year. He won't be able to continue in this role once he becomes our Vice President. We considered splitting out some of the secretarial duties to reduce the scope of the job and make it easier for someone to take on.


We also discussed the idea of using two or three co-chairs for the J&S Chairperson role that was announced in *Hoof Beats* last week.

An additional interclub to Kennewick on Tuesday, September 2nd was coordinated.

Youth Services Dinner Dance

Doug Brown announced that tickets were now available for the October Dinner Dance. Buy your tickets now! Better, pick up one or more packs of 10 tickets and get others to buy in to this fun event.

Our second annual benefit dinner dance will be the evening of Saturday, October 18th at the Clover Island Inn. Tickets are \$40, and proceeds will benefit the Mid-Columbia Reading Foundation and the Youth Programs of the Arc of Tri-Cities. Live music will be provided by the great Highland Drive band. For further information, contact [Doug Brown](#) at 539-0076.



Coming Next Week – September 8th
Chancellor Vicky Carwein – WSU Tri-Cities

Andy Perdue
“The Future of News”



Andy Perdue

Andy Perdue's presentation addressed his theme, *The Rise, Fall and Resurrection of the Newspaper Industry*. Andy comes from a newspaper family.

His grandfather and father set the pattern and Andy has focused his career on being a newspaperman. He even married a reporter. But his point was on how much change there has been, from his grandfather's time, to his father's, to his own. And the rate of change has increased dramatically. Radio based news really began to take off by WWII. In the 1980s CNN dared to offer 24hour television news coverage. Then we began moving towards the internet as a medium.

Radio news is almost non-existent in the Tri-cities anymore. TV news is badly fractured and in decline. There has also been a general decline in newspaper readership as a function of the population. The Tri-City Herald has managed to buck that trend. Still, the internet, E-Bay, Craig's list, podcasts, YouTube, and blogs are competing for people's attention.

The good news is that newspapers can take advantage of the net. They have a competitive advantage as a "trusted voice" and they have the resources to move to the internet where there are no predefined daily news cycles based on a batch production. Entry costs are cheap, and services can become profitable.

The Tri-City Herald launched the first news website in the Mid-Columbia in 1996, and Andy was involved from the beginning as director of on-line media. Today, the Herald gets over 2 million page views per month from over 300,000 different monthly users. It also has introduced a number of secondary websites for special niches. In 2004 they added on-line video—another advantage because they can use inexpensive cameras for net video without the costly high-definition professional video cameras. In 2006

they began offering breaking news stories, before news entered the print cycle.

These changes have opened the door to more change: frequent daily updates; frequent new home page layouts; up to 40 news videos per month, high school sports scores and highlights; live blogs (local sports, legislation); e-mail newsletters; more in-depth coverage of local news; community driven content (photo galleries, calendar.tri-cityherald.com).

What's next? Andy says to look for on-line only classifieds, m.tri-cityherald.com (to read current news stories), more new niche sites for special interests, there are many many new ideas they are looking at and are open to.

The new strategies are taking us to quicker news cycles. Because of the internet, the paper knows more about their readers and their habits and preferences. They can track how long you stay on, what browser you use, where you are from and more.

He noted that the traditional paper has a thick Sunday edition, a thin Monday edition. But on-line, weekends (Sunday in particular) are lower use, Mondays are high use. Usage parallels the workday to some extent.

Andy also did a little survey of what kind of visual news content people found acceptable. He showed us photos with emotional content and asked: which photo would you run on the front page of the newspaper?

Visit www.tri-cityherald.com and see what they have to offer to the on-line community.



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Phone: 509-586-0541
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435 Clover Island Drive • Kennewick, WA 99336

Belva Whitlock

KeyCenter Manager
Kennewick KeyCenter

Belva_Whitlock@keybank.com

Tel: 509-586-5207

Toll Free: 800-KEY-2YOU

Fax: 509-586-8972

KeyBank

Mailcode: WA-31-99-0218
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